



# Newsweek<sup>®</sup>

Media Kit 2021

Since 1933, **Newsweek** has been the authority in news journalism with the rare ability to reach both Americans and the world's elite.





**Newsweek's Mission:** To promote the freedom to disagree. The growth of knowledge and the foundations of democracy are built on disagreement. Through the crucible of dissent, clarity arises. That's why Newsweek covers stories from multiple points of view: One truth, different angles. We challenge unexamined assumptions and conventional wisdom to bring new insight and understanding to the most important events of our time.





Today **Newsweek** is digital first and as influential as ever.

- We reach **72MM+** uniques/month
- More than **1 in 5** Americans read us
- **71% mobile** / 29% desk

\* GA: April 2020



# Newsweek

## Digital Snapshot



**72M+**  
**185M+**  
**6.5M+**  
**10M+**  
**19M+**

Monthly Uniques  
Monthly Global PVs  
Organic Social  
Apple News  
MSN

**VIDEO**

Avg HHI  
HHI (49% of Users)  
HHI (67% of Users)  
F/M  
Age 18-44  
Age 25-34  
+100M Vid Imp/Month (Cmp Indx UV: 110)  
+70% Viewability  
+75% VCR

**\$120K+**  
**\$100K+**  
**\$75K+**  
**42/58**  
**48%**  
**20%**

**DISPLAY**

+800M Monthly Ad Imps  
+70% Viewability  
**C-LEVEL:**  
Reaching +15% of C-Suite

\* GA: October 2020

**Brand  
Safety**

**1**



Trustworthy Accountability Group: (TAG)  
Certified Against Fraud and approved as a  
known & trusted player in the digital ad  
ecosystem.

**2**



TAG Certification  
independently assessed  
by BPA WORLDWIDE.

**3**



Deployment across all  
video/display Traffic to  
monitor Invalid Traffic

# Newsweek

## Print Snapshot

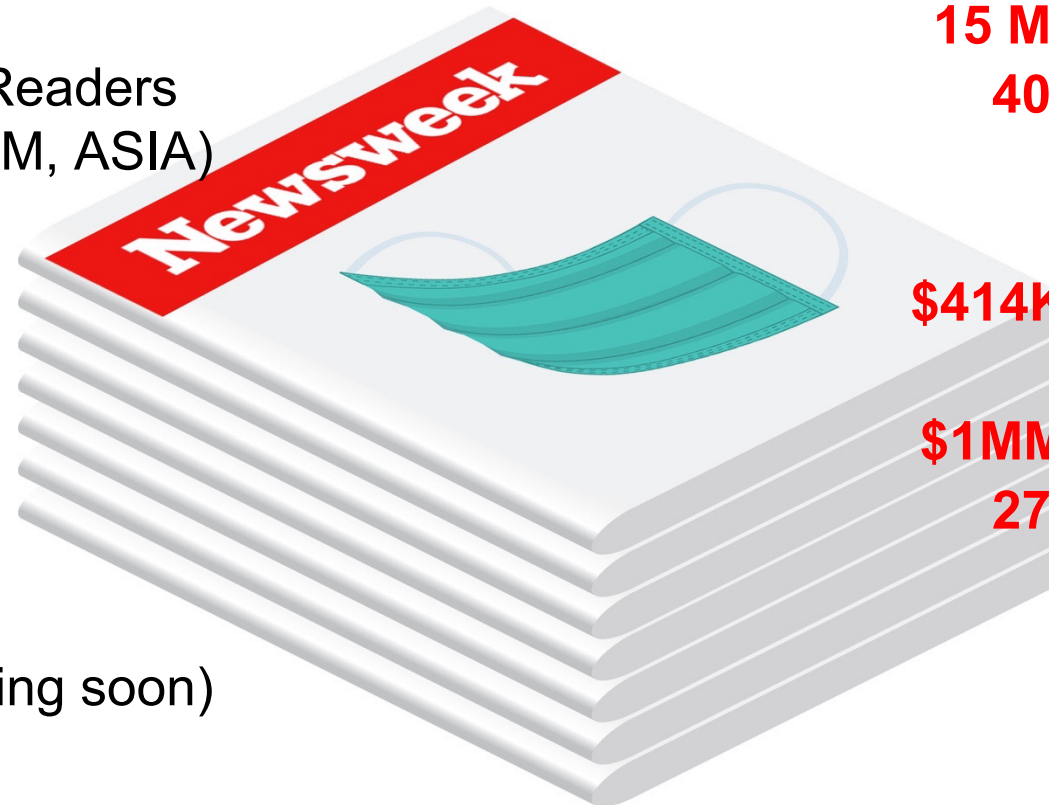


### Print Regular Circ: (English)

**237K+** Global Readers  
**100K+** US Readers  
**137K+** International Readers  
(EMEA, LATAM, ASIA)

### Franchise Print Circ:

**50K+** Japan  
**30K+** S. Korea  
**70K+** Poland  
**6K+** Romania  
Belgium (coming soon)



### Our Readers

**60/40** M/F Split  
**15 Min** Avg time  
**40%** Say Newsweek offers  
something they can't get  
from other sources  
**\$414K+** Avg investment portfolio  
(excluding home)  
**\$1MM+** 20% Investment portfolio  
**27%** Are millionaires

# Newsweek *Digital Solutions Suite*

Newsweek provides custom content & distribution solutions amplified with our powerful suite of media tools. All packaged neatly for maximum cost-efficiency, hi-impact, and higher than industry engagement with our audience.

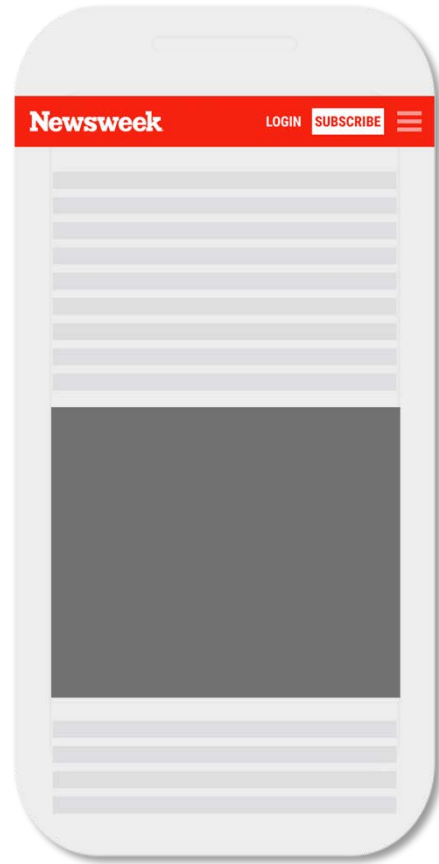
- Print magazine showcase
- Display banners
- Hi-impact banner
- Organic social media
- Custom content hub
- Custom video production
- Apple News display banners/vid
- Custom newsletters
- Ndelible jewel boxes



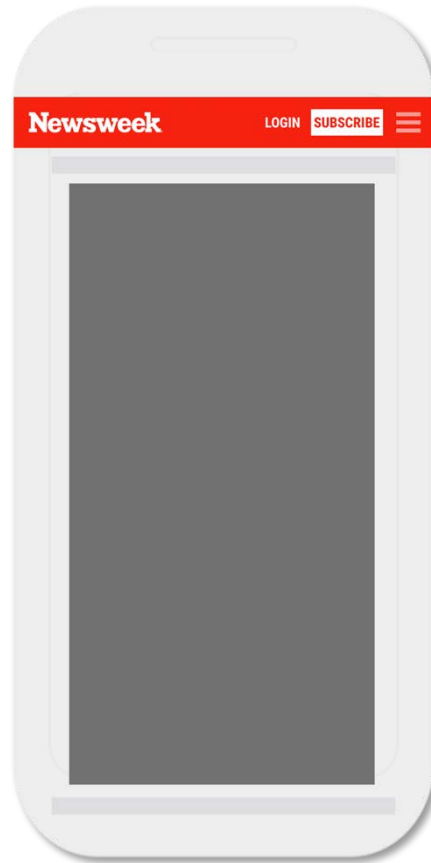


# Newsweek Mobile Banners

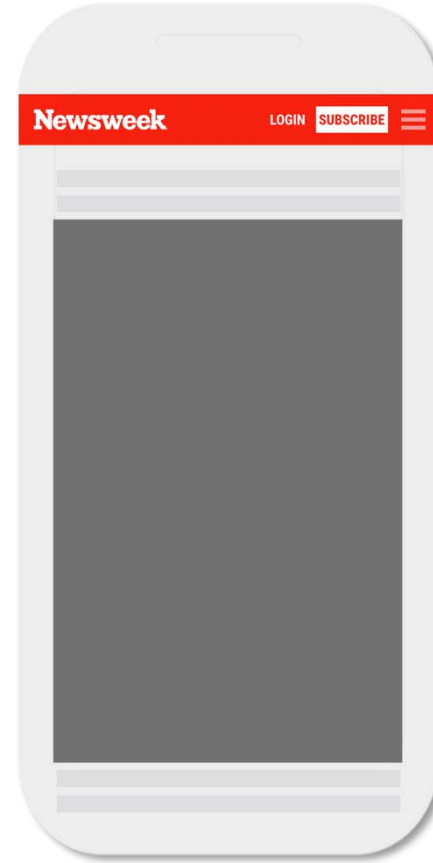
Newsweek digital banners offer clients high visibility and engagement with our readers from disruptive interstitial banners to standard banners we have the solutions to reach your audience.



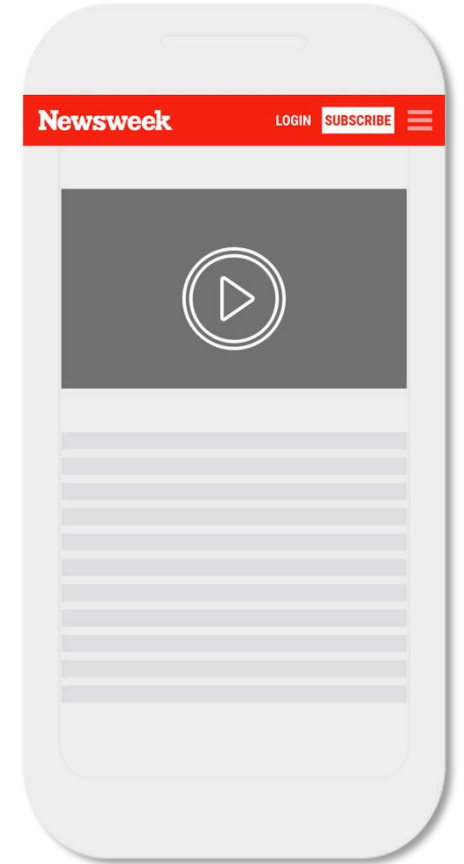
Mobile: 300 x 250



300 x 600



Interscroller



Sticky Video Player

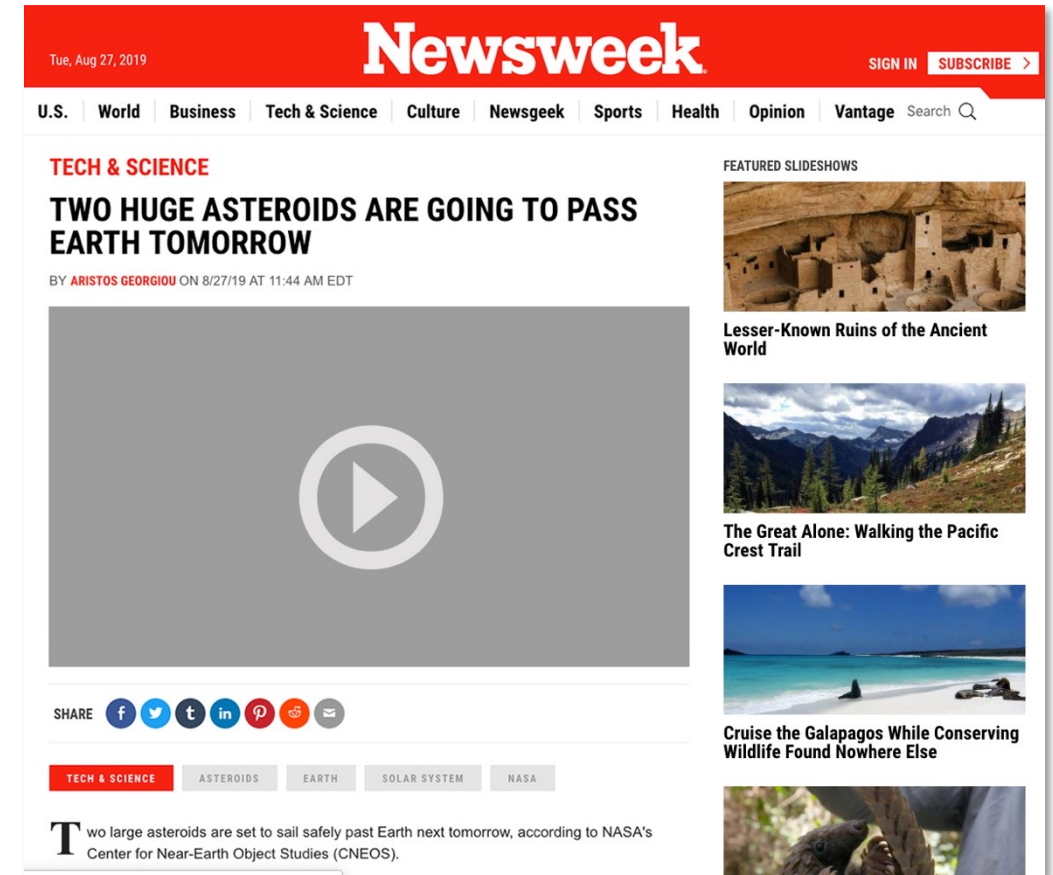
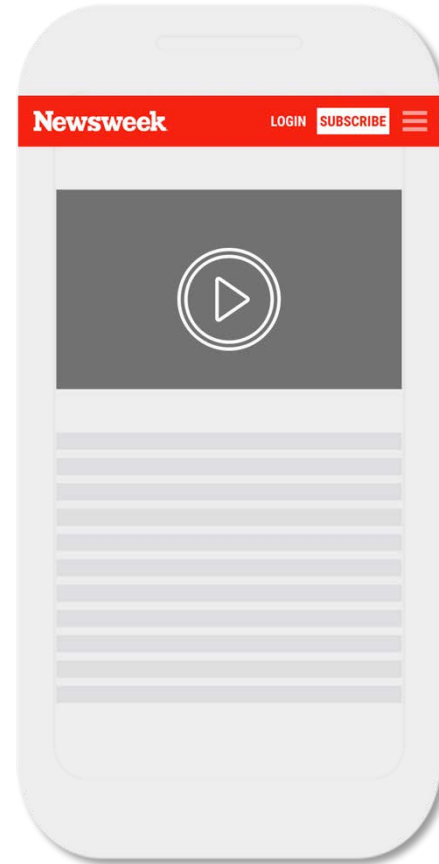




# Newsweek Video Pre-Roll (mobile/desk)

Our Newsweek digital video platform reaches our monthly users to deliver desk & mobile video for maximum impact and engagement:

- 75%+ Viewability
- 70%+ VCR
- CTR 3 x industry

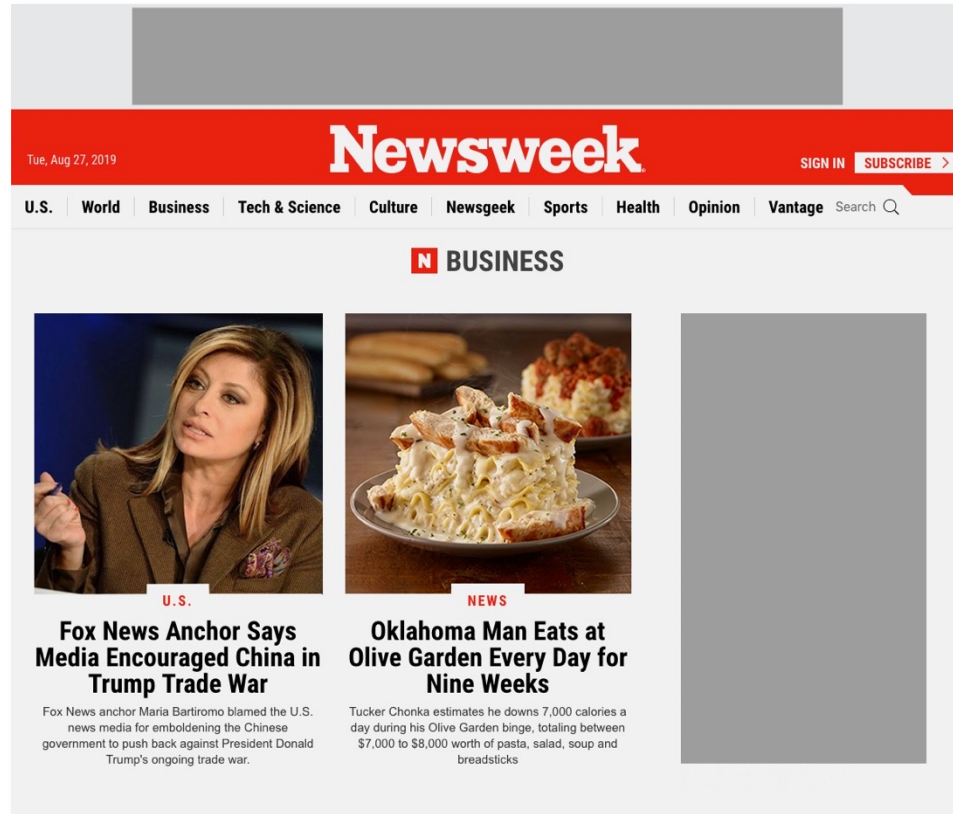


Pre-Roll Video Mobile/Desk

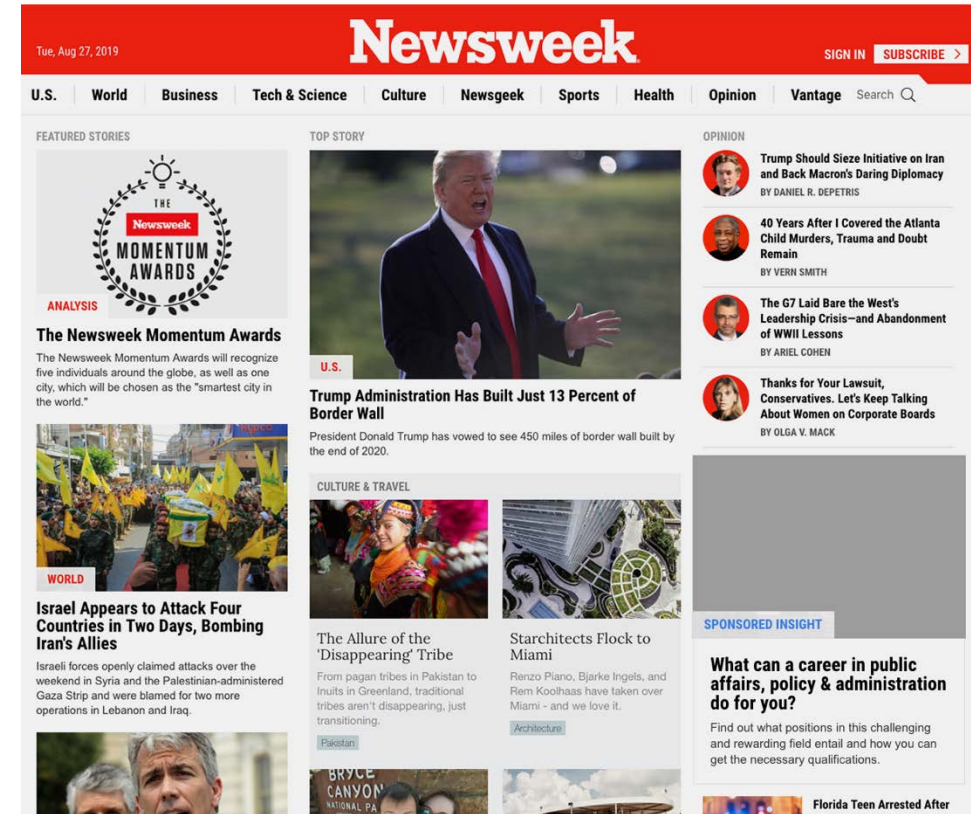
# Newsweek Display Banners

Newsweek digital banners offer clients high visibility and engagement with our readers from disruptive interstitial banners to standard banners we have the distribution solutions to reach our audience.

728 x 90 Leaderboard / 300 x 600 (Off Homepage)



Homepage Sponsored Insight Module





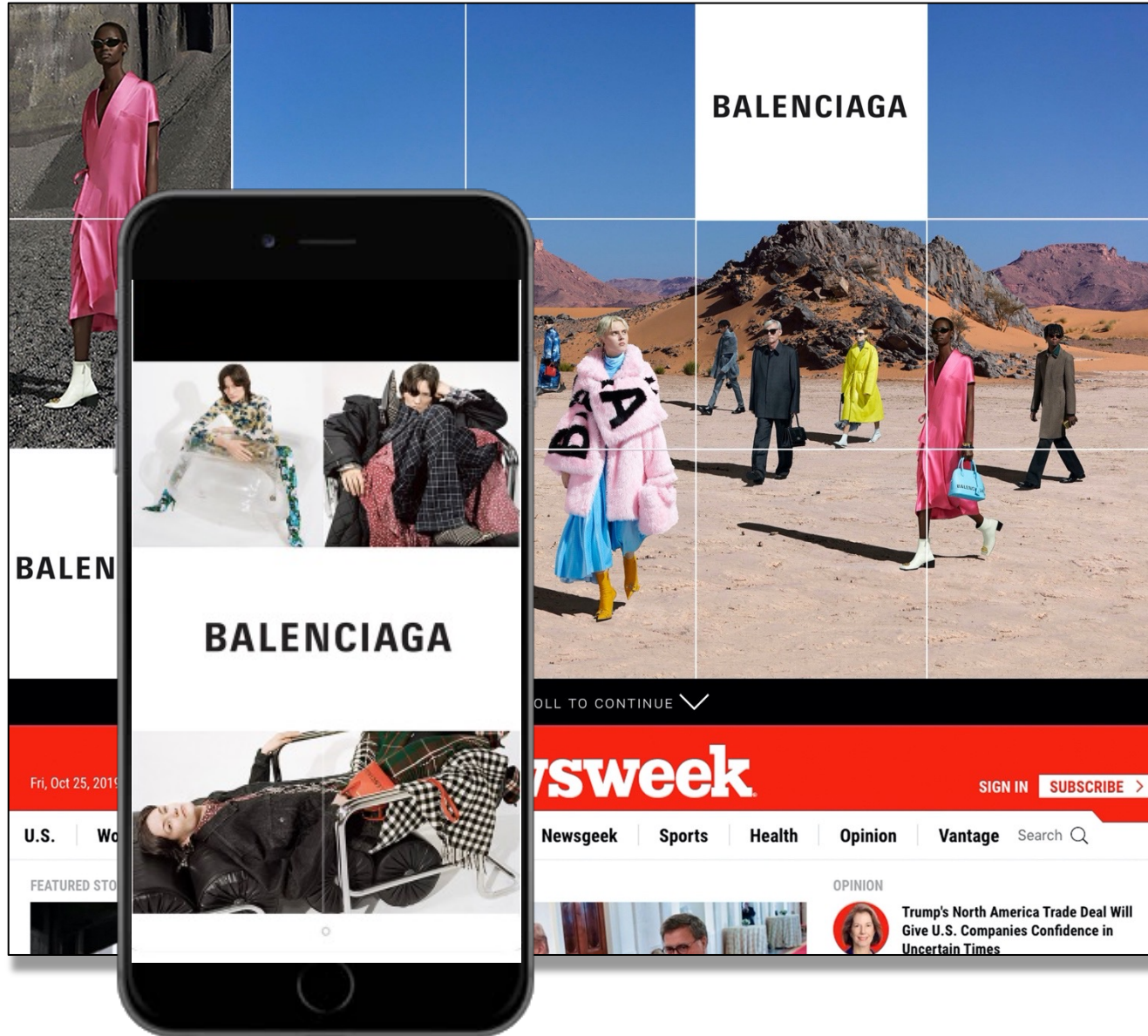
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300 x 250 (Off Homepage)





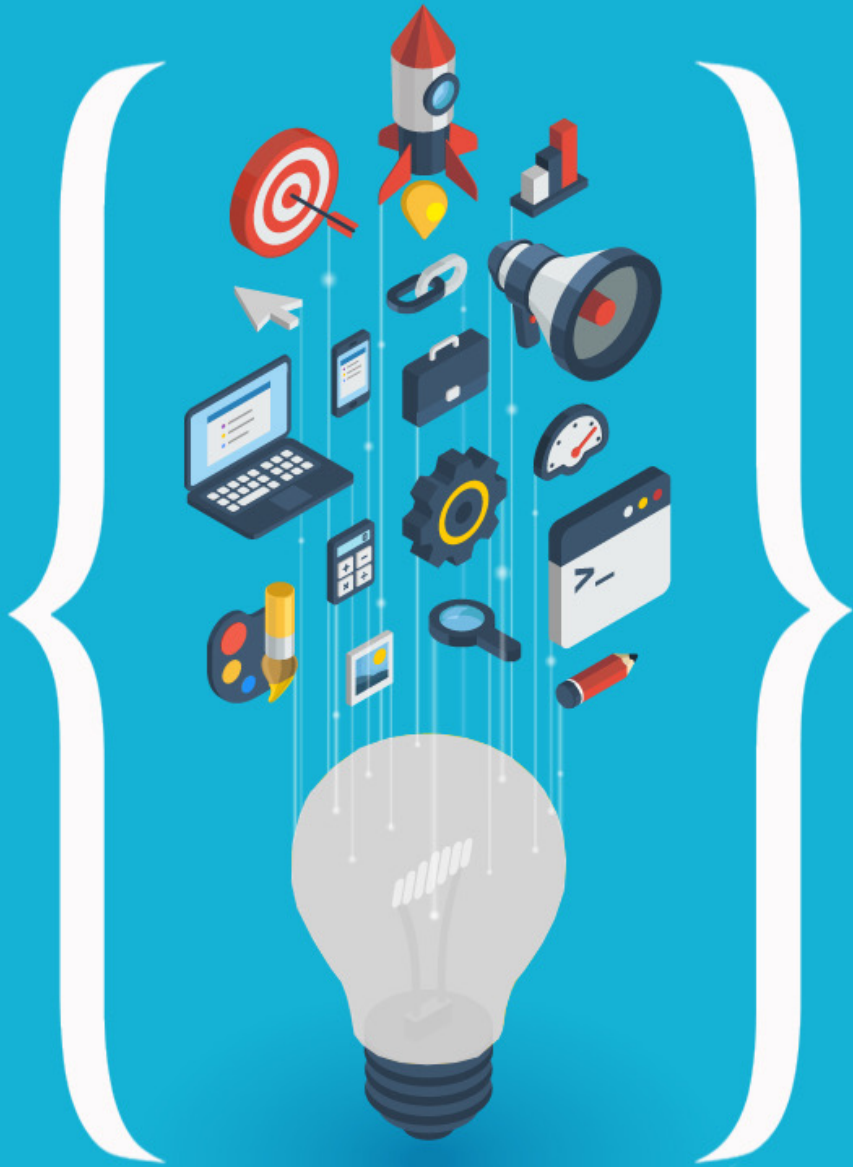


## Hi-Impact Super Optically Large Display Unit

Seamlessly delivers hi-impact visual messages for product launches, limited edition product drops and breakthru messages.

- Amazing impact on mobile/desk
- 3 active roll-over areas
- 1 Click to ecomm or landing page
- Video enabled





We can **align any product with relevant** content so it's seen by the right audiences.

And we offer creative solutions for maximum impact & engagement.



# Newsweek X Guatemala Tourism

## Case Study



### Heart of the Mayan World 2019

Drive awareness and make travel to Guatemala top-of-mind with our readers: 8pp print insert and a digital landing page, with premium homepage placement and banner ads for stand out results.

#### PRE-ROLL VIDEO:

IMPRESSIONS 1.2M+

VIDEO VIEWS 822K+

VCR 70%+

TOTAL CTR: 1.03%



Align with Newsweek's

**NNOVATE**

Connect with our 72M+ digital readers who are open-minded, optimistic and curious to find out about innovation in healthcare/medicine/tech. Take a leadership role by aligning with amazing innovators who are creating positive change in the world.





**N** NOVATE





# APPENDIX

# Newsweek

## Additional Snapshot



### DIGITAL ADVERTISING OPPORTUNITIES

100M+	MONTHLY VIDEO IMPRESSIONS
75%+	VIEWABILITY
75%+	VIDEO COMPLETION RATE

800M+	MONTHLY DISPLAY IMPRESSIONS
70%+	VIEWABILITY
25%+	BETTER THAN MARKET CTR

Channel	Video Pre-Roll Opportunities	Display Ad Opportunity
Politics	42M+	200M+
Health	14M+	100M+
Entertainment	14M+	100M+
Travel	7M+	40M+
Science	6M+	40M+
Other	40M+	120M+

Ad Opportunity is not the same as Ad Impressions.

### BEST PERFORMING VERTICALS

LUXURY / RETAIL	CONSUMER FINANCE	AUTO / MOBILITY	CPG	TRAVEL	TELECOM	PHARMA
						

# Newsweek

## RECOMMENDS

### Mission

Newsweek Recommends is our Accolade, Awards and Rankings program in which Newsweek editors work with expert research partners to create trusted guides for consumers and businesses and build communities of professional excellence

### 2020

- Newsweek Recommends will recognize 10,000 companies, institutions, products and services
- Working with 10 research partners and dozens of high profile experts
- In 30 categories



# Newsweek

## RECOMMENDS



### Products and Services

Best Business Tools

<https://www.newsweek.com/best-business-tools-2019>

Best Online Shops

<https://www.newsweek.com/best-online-shops-2020>

### Coming in 2020

Americas Best New Products

Americas Most Trusted Products

Travel Awards

Best Banks and Credit Cards



### Innovation

Blockchain Impact Awards

<https://www.newsweek.com/blockchain-impact-awards-nominees-2019>

Momentum Awards

<https://www.newsweek.com/momentum-awards-worlds-smartest-cities>

Best Stem Schools

<https://www.newsweek.com/americas-best-stem-high-schools-2020/best-stem-schools-4501-5000>





**Newsweek**

## ADVERTISERS, SPONSORS, BRANDED CONTENT PARTNERS

(custom content case studies available upon request)

**N**



VERSACE



BURBERRY  
ESTABLISHED 1856



FOUR SEASONS  
*Hotels and Resorts*



HUBLOT

TIFFANY & Co.



SWAROVSKI

HSBC



*Cadillac*



Microsoft



TAGHeuer  
SWISS AVANT-GARDE SINCE 1860



JPMORGAN  
CHASE & CO.



Lufthansa



OppenheimerFunds™



JAPAN GOV  
THE GOVERNMENT OF JAPAN



PATEK PHILIPPE  
GENEVE



NBC



NISSAN

LONGINES



*Heart of the Mayan World*

F  
FENDI



SOCIETE  
GENERALE



Goldman  
Sachs



STATE STREET

HITACHI  
Inspire the Next



ANACONDA  
CLOUD

CREDIT SUISSE



NVIDIA



RavenPack



# Newsweek®

**Thank You.**

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